cc: RBM
ROM
Judy
SAMs
DMs
TEDs
DARRIN
Reps

FSC-57-A	4/12/95	TO: ROM
SUBJECT: Co-Marketing		

DISTRIBUTION:

X	AVP	X	CAM	___	ELM
X	RM	X	Reg.Mil.Mgr.	___	MIL
X	RBM	___	Reg.DF Mgr.	___	DF
X	ROM	___	DM	___	REP

Many details concerning the new Co-Marketing programs were discussed during the recent meeting in Winston-Salem. Listed below are key areas of discussion:

Co-Marketing Menu — Detail

- All orders for 3rd Quarter must be entered into the system ***May 15.***
- All orders will be shipped during the ***first week of August*** for 3rd Quarter promotions directly to the participating retail location. No shipments to Direct Accounts will be honored.
- You must fill out the attached Forecast Sheet for the ***Tire Ashtray*** which will be available in 4th Quarter.
- Event Marketing van presence kits will not be available until late 3rd Quarter. You should not wait for these items to begin your retail event activity.
- ***Discounting Cards*** are now only available in one denomination. We will expand this idea to include other values.
- ***Co-Marketing Book*** will be sent directly to all Field Sales personnel during the week of April 17.
- Co-Marketing statements will be debited for Premium Menu orders week of May 16, 1995. SIS activity will be posted during the month of August to reflect retail activity.

Note to RBM's: ***Please review all systems details of Co-Marketing with the ROM's and Systems Coordinators to ensure complete understanding.*** Program details are outlined in the Co-Marketing section of the Meeting Book distributed to all attendees at last week's meetings. This information should be communicated to all DM's and Reps at your subsequent breakout sessions.

Program contacts: J. E. Powers, Ext. 2195
M. L. Buckler, Ext. 1625

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51844 9844

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